

**ASBDC Board of Directors Meeting  
Minutes  
April 10, 2012  
Via Conference Call**

Meeting called to order by Chairman Salgado at **11:04am** Eastern Daylight Time.

Board Members present - Chairman Salgado; CEO Tee Rowe, Georgianna Parkin, Secretary; Allen Adams; Gayle Kugler; Marc King, Vice Chairman; Jim King; Jim Heckman; Brett Rogers; and Mike Young, Treasurer.

Board Members absent- Diane Howerton

Guests: Christian Conroy; Carol Lopucki; Priscilla Lopez; Mark Petrilli; Mary Lynn Wilkerson; Gregg Panichehlo, Michael Lanoff, Mark Slade; Jacqueline Taylor; and Kristin Johnson.

The Chairman went over the agenda. Board members suggested others discussion points including cash reserves held in accounts. Congressional data gathering project and the combination of SBA and our Impact survey into one survey. It was stressed that several strategies on the action matrix need work and we need an update on the fall Conference.

**Approval of March, 2012 Minutes** – Approval of the minutes was moved by Gayle Kugler and seconded by Mike Young with one noted correction to the review dates being moved forward for several reviews due to delay in executing the accreditation contract with SBA. Minutes-were then approved by acclamation.

**Financial Report Mike Young**

**Mike noted that the March financials were posted.**

**Checking accounts are well beyond insurance limits and a cash flow estimate should be done to potentially move some funds. Dues invoices went out late therefor they show up in the accounts receivable aging reports. He asked if we can collect the \$12,000 from the Foundation. Prodecx has clearance from the IRS and funds will be coming in. \$5,000 is reflected in receivables from Google tied to the Spring Meeting. \$15,000 is coming from Sprint and \$5,000 from Riviera tied to the conference.**

**Prior to Mike giving the Accreditation Committee report the Chair noted that there were issues related to reimbursement to Accreditation Committee members for the DC meeting. This all stems from the accreditation contract not being executed in a timely manner and everyone trying to do the right thing. Tee indicated that as of this call the accreditation contract has not been signed and Ann will alert the ASBDC when it is.**

Evidently SBA issued travel orders and then issued a clarifying letter about issues with room tax, per diem and meals paid by the Association. Folks are working on this but it's a nightmare.

This is complicated by the fact that the association is trying to cover accreditation costs when a contract has not been finalized. Tee will issue a communication to all involved addressing individual concerns.

It was noted that during the membership meeting a motion by Chris Bouchard was presented and passed instructing the committee to present alternatives to the current review cycle. Chris Bouchard, Beth Melnick, Christian Conroy and Barb Necarsulmer will review and present a report to the Board by June 2012.

Mike indicated that he has spoken with the Chair as well as Beth Melnick regarding a succession plan for the Accreditation Committee as he intends to step down this December. A replacement will be recommended to the Board in September. He did note that Beth Melnick has participated in every facet of training for the committee and can assist the new chair.

President's Report/ Legislative Update -Tee spoke about a letter of support from Senator Sheehan currently circulating and that there were 7-8 Senators lined up. This would be sent to the Appropriations and FSGG subcommittee staff. The Small Business Committee held a hearing on 3/29 at which Administration Mills testified addressing the 504, 7A programs and other programs. The ASBDC was not invited to testify but submitted a letter for the record.

The Administrator was asked why she proposed a 10% cut to the SBDC program and she responded by saying everyone had to tighten their belts. The GAO is focusing their reviews on duplicative programs. Senator Landrieu is concerned about funding effective programs showing ROI. She seems to approve of the SCORE Gallup survey. GAO will be conducting a survey asking about impact and client verification of SBA programs. Tee had spoken with Bill Shear of GAO who indicated GAO is not ready to embark on the project at this time. Tee will draft a memo to GAO. He stressed all members need to be ready if and when this rolls out and be able to articulate how they verify client impact. This will be a new path based on questions posed at the hearing. An Ohio SBDC client was mentioned during the hearing. There will be a roundtable on high growth companies in April. Tee suggested asking Scott Daugherty of North Carolina if he can be there as Senator Hagan will participate. AL mentioned that Chris Bouchard or Max Summers may also be good prospects.

Two new initiative were discussed the HUD surety Bond It was stressed that an economic development aspect needs to be added to the contracts and we need funding to participate.

A second initiative discussed is through the State Department Latin America International Development program (La Idea) to connect poor citizens back to their home country. This will be associated with a business plan competition. Ann

**Bradbury suggested supplemental funds may be explored to cover the costs to SBDCs, the outreach and additional counseling would be a cost to SBDC. The State Department is interested in SBDC support for this project but we need clarification of the role, effort expected and possibility of financial support. We need a report to the Board on this to decide whether it's worthwhile for the membership to pursue.**

**Jim King and Mark Petrilli reported that SBA accepted all of the Operations Committee recommendations with one exception. Hyperlinks have been added for easy access and reference. It was mentioned that beginning next year a new format will be adopted.**

**Impact Study- Discussion entailed exploring combining the ASBDC impact study with SBA survey. SBA agrees that we should explore basic questions for combined use. The key is to consolidate questions and reduce client "over surveying". A working group will be established to explore this potential.**

### **Old Business**

**1.) Tee will send out to the Foundation Board and ASBDC Board letter detailing General information on projects to date. Several Board members inquired as to the status of the Governance Documents, Tee indicated this would be sent out. Some felt a long term strategy is missing relative to types of companies solicited through the Foundation and how they flow into the program. It was agreed once the Board received further information we would discuss. A discussion then took place on establishing guidelines established for use of foundation funding. Tee indicated in general the purpose is for economic development projects conducted through small business development centers. All agreed that by the June meeting we need a foundation profile document. This will be a part of Tee's work plan. Tee indicated that the Citigroup project took everyone by surprise, and it was noted that we may have moved too fast, there are gaps which need to be filled around particularly around strategy and governance issues,**

### **Marketing/Branding:**

**After the Spring Meeting many comments have been received as well as input from the marketing committee. They should have been more fully engaged, Jacqueline Taylor expressed interest in the committee being involved going forward as they have much experience in this arena. Many questions keep arising from how to do this to how it will impact state efforts. Representatives from the committee will meet with the Board to discuss a strategy and impact. The committee is looking for good direction from the Board and this cannot be mandated to members. Two current themes have been expressed:**

- 1.) This needs to be SBDC not ASBDC driven**
- 2.) All the logo discussion has given members' distress**

**Jacqueline suggested segregating the comments into common areas of concern then discusses them. It was suggested that we convene a working session at the June meeting and invite Jacqueline and one to two other members of the committee. Jacqueline will update the board on the May call.**

**Impact Survey - It was the consensus that a third party needs to conduct the survey and that it would not be good if Congress told SBA how to proceed and in turn they dictate to us. We need to decide on a methodology and who pays for it and have one coordinated study.**

**A discussion then took place around the two million dollars in cash reserves in accounts and potential ties to Foundation funds. It was expressed that those funds are not doing anything for the membership and we are sitting on too much cash. If the Foundation works out could we distribute cash to the membership? Some options discussed were reducing the membership fees or something that would benefit all 63 programs.**

**Board Elections - Brett Rogers, Mary Lynn Wilkerson and Georgianna Parkin were nominated and appointed to serve on the ASBDC elections committee.**

**Jim King will send out a reminder of the fiscal health assessment survey to liaison groups to encourage those to respond who have not done so. A brief discussion on sites for the 2015 conference took place no decision on approach; Jim mentioned a resort near Reno with a small business background.**

**A motion to adjourn was offered by Brett Rogers. It was seconded by Gayle Kugler approved by acclamation and the meeting adjourned at 12:48pm.**